

“The Moab Model”

Community Clean Energy Challenges

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**The Utah Wind Power Campaign is
joint project of two non-profit
organizations, UCEA and the Western
Resource Advocates (formerly the
Land and Water Fund of the Rockies.)**

**The goal of the campaign is to
increase public awareness and
increase the use of wind power.**

Moab History - All Directions and Profits Point to Uranium



Photos Courtesy of Utah State Historical Society

Moab's New Vision - To be a leader in sustainable energy solutions - protecting the environment for today and for those that come after...



Moab Blue Sky Clean Energy Challenge

- **UWPC began marketing Moab in Oct. 2002 (50 residential-72 MWh/year).**
- **Mayor and Community rallied support**
- **Now over 50 businesses, including two National parks, and nearly 400 residential customers
1440 MWh/year
(8.8% participation rate)**



Photo Credit - National Park Service

Community Marketing Partnership -

● **Key Partners**

- **Public Interest Organization (Utah Wind Power Campaign)**
- **Local Government**
- **Local Community**
- **Green Power Provider (PacifiCorp)**



The Role of the Public Interest Group

- **Create desire for renewable energy**
- **Provide non-commercial entity for government or community partnership**
- **Grassroots marketing**
- **Lend credibility to green power options**



The Role of Local Government

- **Leadership - Vision for Community**
- **Set example with Municipal Purchase**
- **Grassroots Marketing**



The Role of Green Power Provider

- **Provide Green Power**
- **Marketing Resources**
- **Flexibility in new marketing venue**



Step by Step Community Marketing

- ***Warning: Step Order will vary with community. Flexibility is key.***
- **The following sequence represents the “Moab Experience.” The general components will likely remain the same.**



Step by Step Community Challenge -

- **Step 1 - Identify Likely Community**
- **Step 2 - Educate influential community members about green power options**



Photo credits - DOE/NREL

Two Approaches

- **Business Community to Local Government to the Community at Large**
- **Local Government to the Business Community and Community at Large**



Step 3 -Grassroots Efforts

- **Marketing to Local Businesses**
- **Engaging a Progressive Local Leader**
- **Engaging the Press and Public Radio**
- **Getting Folks Excited about Renewable Energy!**



Step 4 -Engage the Community

Challenge Partnership

- **Progressive Local Leader - Mayor Dave Sakrison!**
- **Nonprofit Public Interest Group**
- **Green Power Provider**
- **Business and Community Groups**



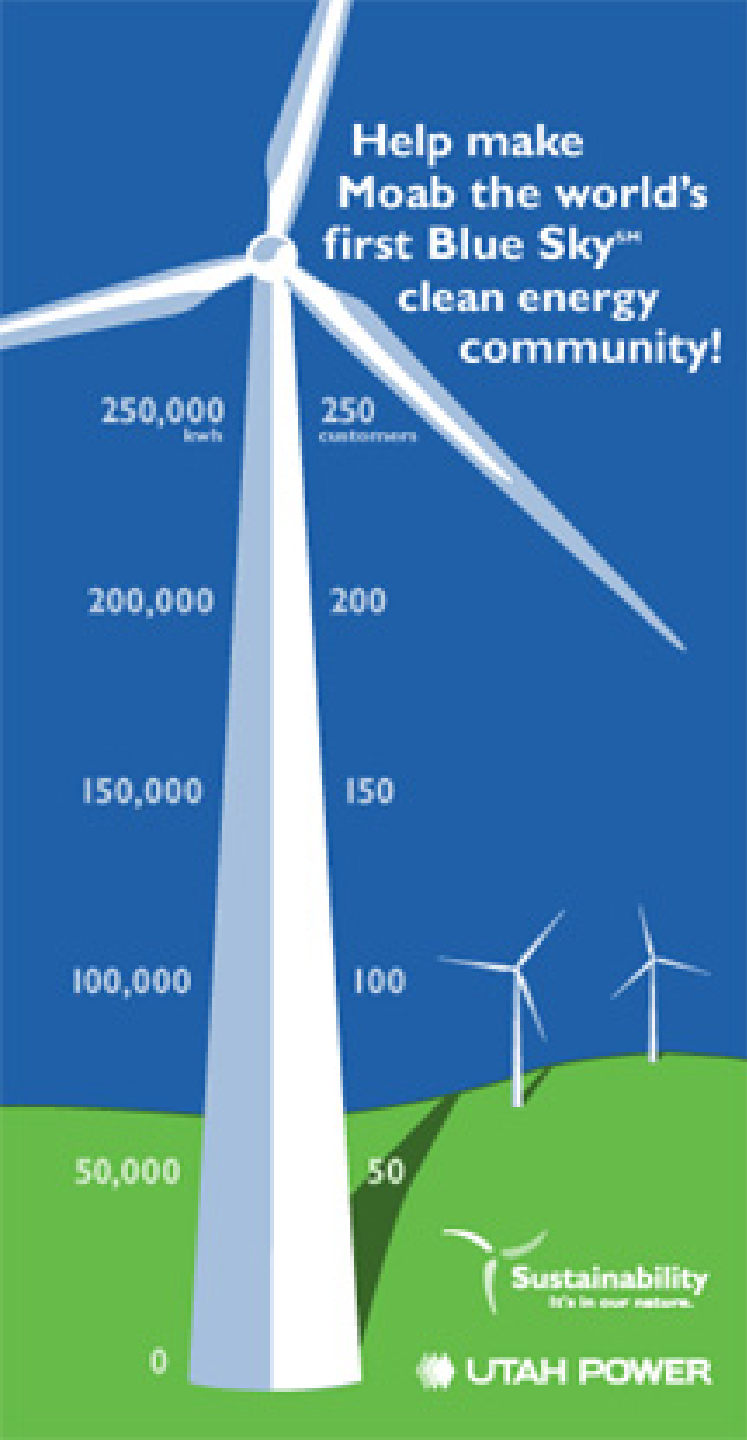
Step 5 - Create a Meaningful Clean Energy Community Challenge

- **Two Tiered Challenge**
 - **Participation Rate** - reviewed programs across the country and set our first level goal at 5%
 - **Aggregated Electricity Usage** - EPA Green Power Partnership Level - for Moab 3 % of aggregated usage.



Step 7. Formal Communication Plan and Strategy for Success

- ***Press Events***
- ***Direct Mail Pieces***
- ***Business Recognition Events/Press***
- ***Community Presentations***
- ***Public displays - Tracking Progress***
- ***Radio/Press Coverage***
- ***Continued Grassroots Marketing!***



Lessons Learned

- ***Everybody Loves a Challenge***
- **Partnership with Visionary Community Leader**
- **All components and steps are important, BUT....**
 - ***Grassroots efforts and the “Personal Ask” are imperative for success.***



Utah's next community challenge



What about your community?